

I. Executive Summary

I.A Study Overview

In February of 2009 District 2 Commissioner Bob Ott along with the other Board of Commissioners authorized the Community Development Agency to develop a corridor study for a section of Powers Ferry Road. The Powers Ferry Road Corridor Study and Master Plan is a mid-to-long range plan that will accommodate future growth and improve the quality of life for residence, employees and visitors of the area.

The primary purpose of this plan is to effect change in an urban/suburban environment experiencing real and perceived deterioration by creating a single comprehensive vision of the community's desires for the future. This plan will provide an educational and decision-making tool that gives citizens, property owners, developers, and adjacent communities a clear indication of what is expected in the future for this part of the Powers Ferry Corridor. The following objectives directed the development of this master plan.

Ensure future development/redevelopment is guided by a community vision

Improve quality of life for residents, businesses, & visitors

Enhance stability to economic development efforts

Coordinate public improvements and private developments

Serve as a decision-making tool



The study area (**Figure 1**) is bounded to the north by Delk Road and the City of Marietta. The southern extent stretches to Windy Ridge Parkway with the eastern boundary line strategically chosen to include uses that are not unique to the character of the Powers Ferry Road corridor and the western boundary was terminated along the obvious line of demarcation of Interstate 75. Almost three quarters of the lower end of the planning area,

from approximately Terrell Mill Road south, is covered by the Cumberland Community Improvement District (CCID).

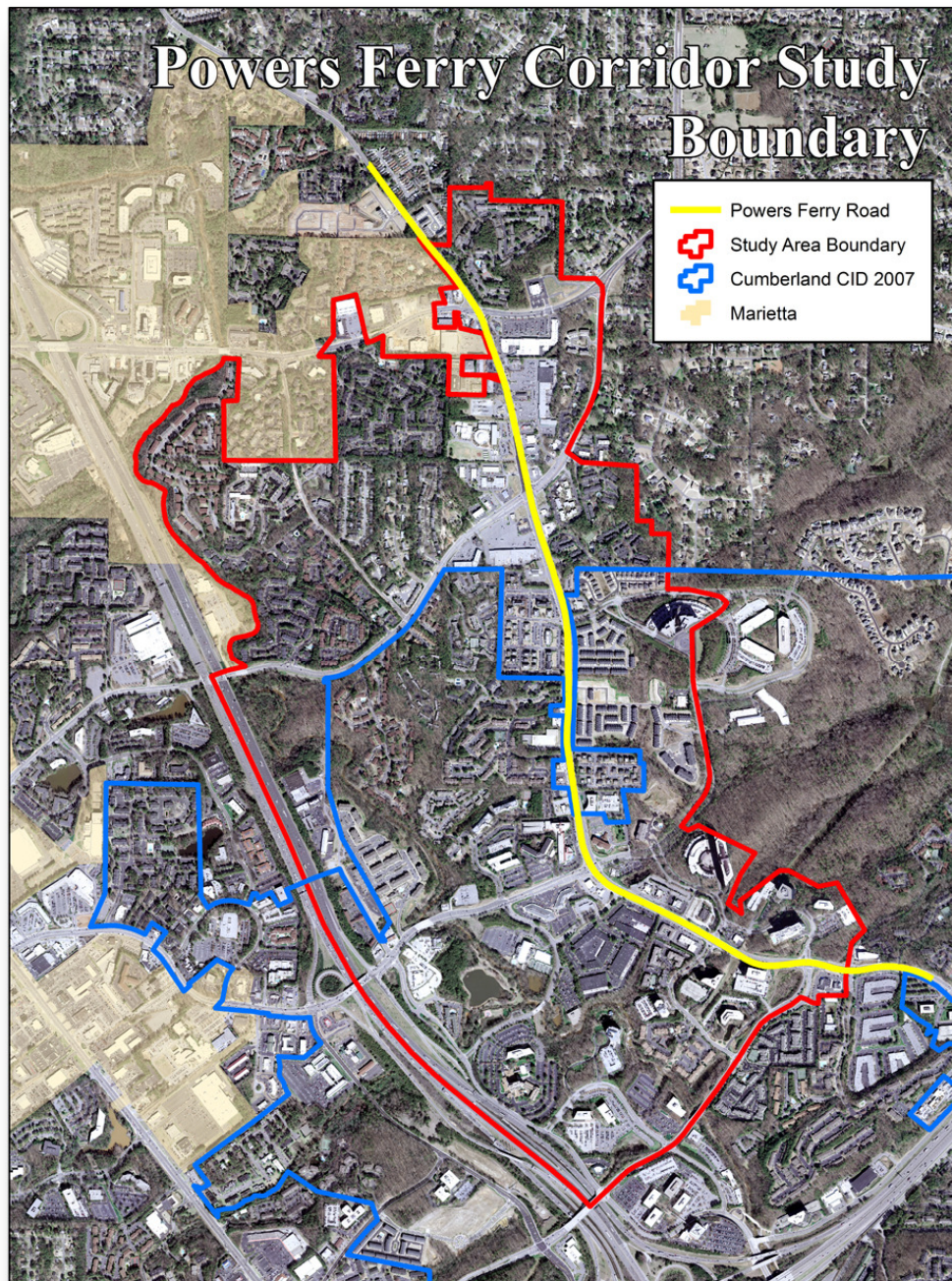


Figure 1

I.B Public Participation Process

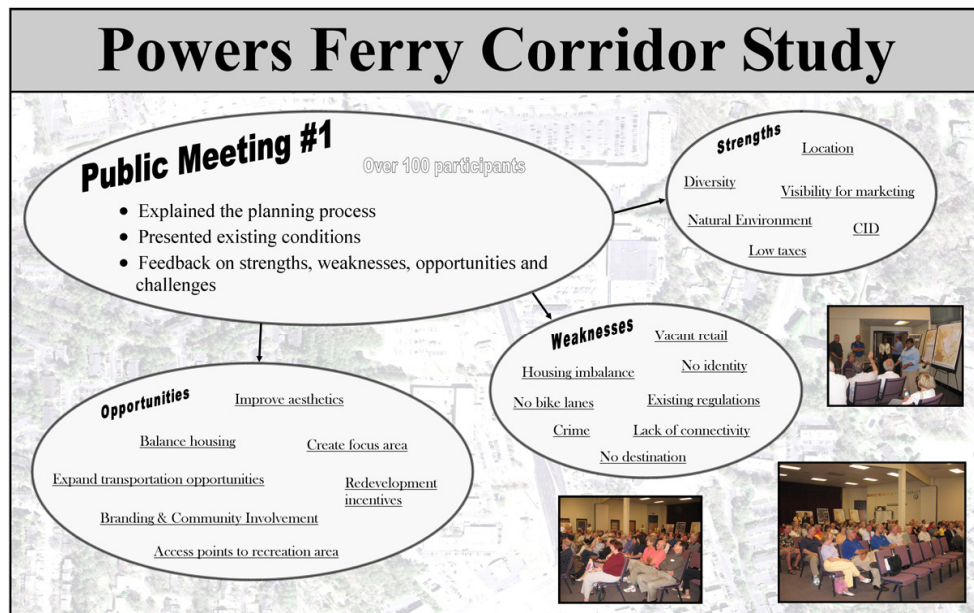
The Planning Division of Cobb County Community Development was asked to guide the Powers Ferry Master Plan process through various stages that included public involvement. It is the inclusive, public participatory process that allows for the forging of broad public consensus on key community goals that reflect the needs and desires of the community. In addition to a dedicated project website for public commenting and information disbursement, the Planning Division staff took a four level approach toward guidance for the development of the master plan.

Three Focus Group sessions with 6 key residents and business representatives.

Six Project Management Team meetings, consisting of staff from various County departments and private organizations

Four Stakeholders Committee meetings consisting of 18 individuals with various interests throughout the study area

Three Public Meetings, which were well attended with actively involved residents on a regular basis in the planning process



I.C Existing Conditions

The existing conditions analysis is intended to provide a snapshot of what the Powers Ferry corridor is today. Data collected from a variety of sources provides the foundation and illustrates the point from which planning efforts begin. Along with examining several aspects of the corridor including; Demographics, Land Use, Transportation, Community Facilities, Housing and Crime, an effort was undertaken to understand the context of the Powers Ferry Master Plan by reviewing existing plans that overlap the Powers Ferry area and studies from local, regional and national communities to understand the most successful and least successful tools that can be used to assist with redevelopment.

I.D Market Analysis

I.E Vision, Goals and Policies

The Master Plan for the Powers Ferry Corridor seeks a foundation in the desires of the community. At times, various elements of the community offered opposing viewpoints, but the vision seeks to define a common language and set of ideas for the future of the Powers Ferry area. As the community shared their views, it became evident that they all had one thing in common; A desire to improve a place that is highly valued and critical to the health of their community.

“The Powers Ferry area is a vibrant community of residents and businesses containing a distinct blend of uses and scales connected using a human scaled transportation network all of which is established in a way that respects the natural environment.”

To support the community’s vision and to act as building blocks to the goals and policies the following guiding principles were developed.

Encourage development of focus area

Balance housing opportunities

Develop a strong sense of identity

Improve aesthetics

Increase mobility and connectivity

Connect to natural environment

Based on the above principles and with assistance from Stakeholders and the Public, Goals and Policies were formulated to establish the framework for public and private decision-making.

I.F Recommendations & Implementation Strategy

The Powers Ferry Road area is a desirable part of Cobb County and will continue to attract both residential, commercial and office growth based on its access and location to job centers, regional attractions and recreational facilities. The Powers Ferry Master Plan is not intended to specifically predict future development but provide a guiding vision for future growth by offering recommendations based on public involvement and an implementation strategy intended to provide direction in accomplishing the goals set forth by the Plan. Due to changing conditions and any future plans regarding mass transit along Interstate 75 and 285, it is expected that the Powers Ferry Master Plan get updated every 5 years.

As a visual representation of the shared vision a Conceptual Master Plan Map (**Figure 2**) has been created to identify some of the land use and transportation elements included in the recommendations section.

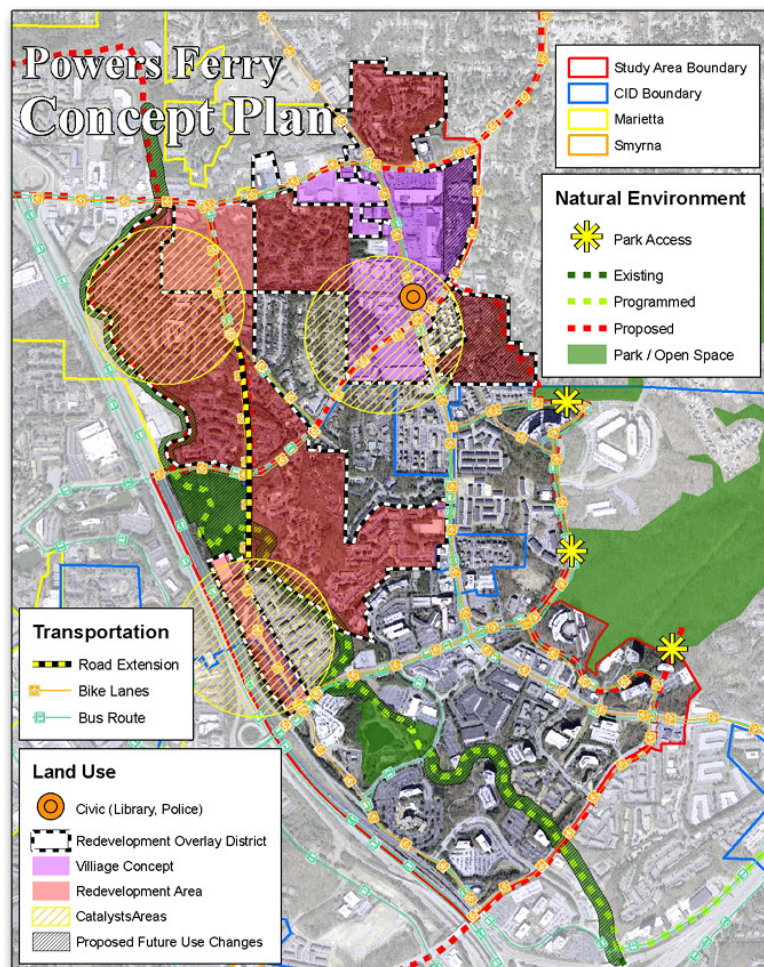


Figure 2

A brief explanation of recommendations is listed below:

Land Use

Amend 2030 Comprehensive Plan and Future Land Use Map to reflect the Powers Ferry Master Plan

Establish a modified Redevelopment Overlay District that encompasses the Redevelopment Area and Village Center as proposed on the Conceptual Master Plan Map

Consider implementing Formed Based Coding and/or Tax Allocation District (TAD) to help accomplish economic flexibility and sustainable development

Ensure an appropriate mix of owner-occupied and rental occupied housing and investigate opportunities for workforce and senior housing

Ensure the preservation of trees and other natural areas for residential redevelopment projects and include civic or community facilities within Village Center with strong considerations for a library and police sub-precinct as needed.

Transportation

Consider the Leland Drive extension as a high priority project during the next SPLOST initiative

As part of any future redevelopment efforts, acquire ROW for realignment of Bentley Road with Leland Drive once the extension is complete

Conduct access management plan along Powers Ferry Road between Delk Road and Terrell Mill and Delk Road from I-75 to Powers Ferry

Reevaluate the Transit system through the area and coordinate with CCID on future circulator service

Investigate and prioritize opportunities for bike lanes and paths throughout the master plan area and ensure the routes tie into future trail network and CNRA

Comply with the Complete Streets Policy and future implementation design strategies and encourage participation in the State's Safe Routes to School Program for Brumby Elementary

Close sidewalk gaps and upgrade existing out-of-date sidewalk facilities. Conduct pedestrian intersection improvements along Powers Ferry at Terrell Mill and Delk Road consistent with the CID improvement.

Continue to actively pursue funding and construction of the already planned improvement projects within the CTP

Investigate funding to extend the Rottenwood Creek Trail beyond Terrell Mill and the rest of the trail network throughout the area.

Amend a small section of the Multi-Purpose trail network along Powers Ferry Road

Economic Development

Include ROD into the inventory of Redevelopment Sites

Identify the Village Center area in the Commercial & Industrial Property Rehabilitation Incentive Program

Explore Tax Allocation Districts

Investigate Recovery Zone Bonds to implement redevelopment efforts

Create database of undeveloped and underdeveloped lands for marketing purposes

Offer resources to assist community marketing organizations

Open Space & Natural Environment

Create park access “gateways” to the CNRA at Wildwood Parkway, Windy Hill Road and Windy Ridge Parkway

During the plan review process or rezoning process facilitate the creation of pocket parks, natural outdoor plazas within Village Center

Investigate funding for a feasibility study regarding expansion of Terrell Mill Park

Explore public-private partnership for access and use of open space along Interstate North Parkway and Rottenwood Creek

Community Appearance

Create streetscape plan consistent with the standards set by the CCID for Powers Ferry Road and include the landscaping standards for surface parking lots.

Ensure private developments provide the appropriate treatments, materials and facade

Work with community based organizations to improve and encourage litter control and beautification projects

Explore funding options and seek alternative approaches to accomplishing the placement of utilities underground

Continue to ensure nonconforming signs are in compliance with current standards as properties are redeveloped and investigate reducing the number of public signs by eliminating or consolidating unnecessary one as allowed by code.

Encourage the incorporation of public art in both public and private sector developments

II. Study Overview

II.A Introduction

In February of 2009 District 2 Commissioner Bob Ott along with the other Board of Commissioners requested the Community Development Agency to develop a corridor study for a section of Powers Ferry Road. The Powers Ferry Road Corridor Study and Master Plan is a mid-to-long range plan that will accommodate future growth and improve the quality of life for residents, employees, and visitors of the area. By addressing land use, transportation and economic development issues, the Powers Ferry Master Plan will encourage a diversity of residential neighborhoods, employment, and shopping choices that are easily accessible for all modes of transportation.

The study area has excellent access to the interstate highway system and includes a network of five interconnected arterial roadways. In addition, there has been a considerable investment over time in residential, commercial, and office development within the study area. Residential developments blend older more mature Townhome, Condominium developments, and multi-family dwellings with some newer townhomes, condominiums, and few single-family detached structures. Commercial development is mostly located along the corridor with direct access to at least one of the five arterial roadways. Retail makes up most of the commercial in the northern half of the study area while the southern end, which includes the Cumberland Community Improvement District, is comprised of mostly office developments.

II.B Purpose

The Powers Ferry corridor area represents some of the best of what urban/suburban communities have to offer. Cultural and business diversity, high visibility for marketing and its proximity to regional attractions such as Cumberland Mall, Cobb Galleria and The Cobb Energy Performing Arts Center all provide great assets for the residents and patrons of the area. The lower end of Powers Ferry is within the Cumberland Community